

1     Claims

2

3     1.    An advertising panel for mounting to a  
4     structure, the panel comprising a sheet of plastic  
5     material having an image applied to a first side of  
6     the sheet, wherein the panel has an elongate  
7     fastener provided on at least one longitudinal edge,  
8     the elongate fastener having a thickness greater  
9     than the sheet and being adapted to engage with a  
10    corresponding slot provided on the structure.

11

12    2.    An advertising panel according to Claim 1,  
13    wherein the advertising panel is mounted to the  
14    structure of a vehicle.

15

16    3.    An advertising panel according to Claim 1,  
17    wherein the advertising panel is mounted to a static  
18    structure.

19

20    4.    An advertising panel according to any preceding  
21    Claim, wherein the sheet has a hem and the elongate  
22    fastener comprises a longitudinal member held within  
23    the hem of the sheet.

24

25    5.    An advertising panel according to Claim 4,  
26    wherein the hem is formed by folding an edge of the  
27    sheet around the elongate fastener and back against  
28    the sheet, then securing the edge to the sheet.

29

30    6.    An advertising panel according to any of Claims  
31    1 to 3, wherein the elongate fastener comprises a

1 longitudinal member secured to the sheet by an  
2 edging strip.

3

4 7. An advertising panel according to Claim 6,  
5 wherein the edging strip passes around the elongate  
6 fastener and is secured to each side of the edge of  
7 the sheet.

8

9 8. An advertising panel according to any preceding  
10 Claim, wherein the longitudinal member is flexible.

11

12 9. An advertising panel according to any preceding  
13 Claim, wherein the panel has an elongate fastener  
14 provided on two opposite longitudinal edges.

15

16 10. An advertising panel according to any preceding  
17 Claim, wherein the sheet is flexible.

18

19 11. An advertising panel according to any preceding  
20 Claim, wherein the sheet is a mesh of PVC,  
21 polyester, polypropylene or a combination thereof.

22

23 12. An advertising panel according to any preceding  
24 Claim, wherein the mesh is provided with apertures  
25 allowing air passage therethrough, such that the  
26 sheet has an air permeability of at least 1000  
27 litres per second at 100 pascal.

28

29 13. An advertising panel according to any preceding  
30 Claim, wherein the sheet of the advertising panel is  
31 a woven material.

32

1 14. An advertising panel according to Claim 13,  
2 wherein the woven material has warp and weft fibres  
3 bonded to each other at their intersections.  
4

5 15. An advertising panel according to any preceding  
6 Claim, wherein the panel is substantially  
7 rectangular.  
8

9 16. An advertising panel according to any preceding  
10 Claim, wherein the panel is provided with an  
11 extension piece at one or both of the two opposite  
12 side edges, said one or both extension pieces being  
13 provided with securing means to allow them to be  
14 wrapped around the corner of a vehicle and secured  
15 to the vehicle.  
16

17 17. An advertising panel according to any of Claims  
18 1 to 15, wherein one or both of the two opposite  
19 side edges are provided with reclosable interlocking  
20 fasteners adapted to engage with corresponding  
21 interlocking fasteners on the structure.  
22

23 18. An advertising panel according to Claim 17,  
24 wherein the fasteners are 3M<sup>TM</sup> Dual Lock<sup>TM</sup> fasteners.  
25

26 19. An advertising panel according to any of Claims  
27 1 to 15, wherein one or both of the two opposite  
28 side edges are provided with an elongate fastener  
29 having a thickness greater than the sheet on each of  
30 the two opposite side edges, the fastener being  
31 adapted to engage with one or more lateral fastening  
32 members on the structure.

1     20. An advertising panel according to Claim 19,  
2     wherein the one or more lateral fastening members  
3     are releasable clamping members adapted to clamp the  
4     elongate fastener in a selected one of a plurality  
5     of positions.

6  
7     21. A vehicle having a wall provided with a slot or  
8     slots on the exterior surface thereof, the vehicle  
9     having an advertising panel mounted on said exterior  
10    surface, the panel comprising a sheet of plastic  
11    mesh material having an image applied to a first  
12    side of the sheet, wherein the panel has an elongate  
13    fastener provided on at least one longitudinal edge,  
14    the elongate fastener having a thickness greater  
15    than the sheet and engaged with said slot or slots  
16    on said vehicle.

17  
18    22. A vehicle according to Claim 21, wherein the  
19    advertising panel is an advertising panel according  
20    to any of Claims 1 to 20.

21  
22    23. A vehicle according to Claim 21 or 22, wherein  
23    the exterior surface is on a side wall of the  
24    vehicle.

25  
26    24. A vehicle according to any of Claims 21 to 23,  
27    wherein the slot or slots are provided in one or  
28    more track members bonded to the exterior surface by  
29    adhesive.

30  
31    25. A vehicle according to any of Claims 21 to 23,  
32    wherein the slot or slots are provided in one or

1 more track members secured to the side wall by  
2 fixing means.

3  
4 26. A vehicle according to any of Claims 24 to 25,  
5 wherein the track members are extruded members, and  
6 the slot or slots are shaped to allow keying of the  
7 elongate fastener with the slot or slots.

8  
9 27. A vehicle according to Claim 26, wherein one or  
10 more of said track members are provided on each of  
11 the upper and lower edges of the exterior surface.

12  
13 28. A vehicle having a load bearing volume at least  
14 partially enclosed by a curtain, said curtain being  
15 provided with a slot or slots on the exterior  
16 surface thereof, the vehicle having an advertising  
17 panel on said exterior surface, the panel comprising  
18 a sheet of plastic mesh material having an image  
19 applied to a first side of the sheet, wherein the  
20 panel has an elongate fastener provided on at least  
21 one longitudinal edge, the elongate fastener having  
22 a thickness greater than the sheet and engaged with  
23 said slot or slots on said vehicle.

24  
25 29. A vehicle according to Claim 28, wherein the  
26 advertising panel is an advertising panel according  
27 to any of Claims 1 to 20.

28  
29 30. A vehicle according to Claim 28 or 29, wherein  
30 the slot or slots are provided in one or more track  
31 members bonded to the exterior surface by adhesive.

32

1 31. A vehicle according to Claim 28 or 29, wherein  
2 the slot or slots are provided in one or more track  
3 members secured to the side wall by fixing means.  
4

5 32. A vehicle according to Claim 31, wherein  
6 each of said track members has a corresponding  
7 backing plate on the opposite side of the curtain,  
8 the fixing means passing through the curtain and  
9 joining the corresponding track member and backing  
10 plate.  
11

12 33. A vehicle according to any of Claims 28 to 32,  
13 wherein the track members are extruded members, and  
14 the slot or slots are shaped to allow keying of the  
15 elongate fastener with the slot or slots.  
16

17 34. A vehicle according to Claim 33, wherein one or  
18 more of said track members are provided on each of  
19 the upper and lower edges of the exterior surface.  
20

21 35. A vehicle according to any of Claims 28 to 34,  
22 wherein the track members are provided as discrete  
23 lengths of track spaced at regular intervals on the  
24 vehicle.  
25

26 36. A method of modifying a vehicle to display at  
27 least one advertising panel on at least one surface  
28 of the vehicle, the panel comprising a sheet of  
29 plastic mesh material having an image applied to a  
30 first side of the sheet, wherein the panel has an  
31 elongate fastener provided on at least one  
32 longitudinal edge, the elongate fastener having a

1 thickness greater than the sheet said method  
2 comprising the steps of:  
3       securing one or more slotted track members in a  
4 predetermined pattern on the surface of the vehicle  
5 or on a curtain adapted to be mounted on the surface  
6 of the vehicle, and  
7       releasably attaching the advertising panel to  
8 the one or more slotted track members by engaging  
9 the elongate fastener in the slots provided on the  
10 one or more slotted track members.

11

12 37. A method according to Claim 36, wherein the  
13 advertising panel is an advertising panel according  
14 to any of Claims 1 to 20.

15

16 38. A method according to Claim 36 or 37, wherein  
17 the advertising panel is substantially rectangular  
18 having upper and lower longitudinal edges and two  
19 side edges, and wherein elongate fasteners at the  
20 upper and lower longitudinal edges are engaged in  
21 the slots provided on the one or more slotted track  
22 members, including the further step of:

23       releasably attaching the side edges of the  
24 advertising panel to one or more releasable clamping  
25 members.

26

27 39. A method according to Claim 38, wherein:

28       at least one side edge is provided with an  
29 elongate fastener,

30       the side edge is attached to the one or more  
31 releasable clamping members by clamping the elongate  
32 fastener in a selected one of a plurality of

1 positions, to adjust the lateral tension in the  
2 advertising panel.

3

4 40. An advertising panel for mounting to a  
5 structure, the panel comprising a sheet of plastic  
6 mesh material having an image applied to a first  
7 side of the sheet, wherein the panel has a plurality  
8 of resilient attachment means provided along at  
9 least one edge of the panel.

10

11 41. A vehicle having a rear door, the rear door  
12 having mounted thereon an advertising panel  
13 according to Claim 40.

14

15 42. A vehicle according to Claim 41, wherein the  
16 rear door is a roller shutter door.

17

18 43. A vehicle according to Claim 42, wherein the  
19 rear door has attachment fixings secured thereto,  
20 each attachment means being attached to an  
21 attachment fixing and being adapted to allow elastic  
22 extension of the attachment means when the roller  
23 shutter door is in its rolled state with the  
24 advertising panel mounted thereon.

25

26 44. A vehicle according to any of Claims 41 to 43,  
27 wherein the resilient attachment means comprises  
28 elastic tension members of natural or synthetic  
29 rubber.